

San José State University
Department of Art and Art History
Art 75: Intro to Digital Video Art - Section 1
Fall Semester 2019

Course and Contact Information

Instructor:	Kuan-Yi Wu (Kiki Wu)
Office Location:	Art Building 311
Email:	kuan-yi.wu@sjsu.edu
Office Hours:	Wed 14:30-15:30
Class Days/Time:	Mon / Wed 6:00-8:50 PM
Classroom:	Art Building 237
Department Office	Art Building 116
Prerequisites:	ART 74 or permission of instructor is required
Department Contact	Website: www.sjsu.edu/art Email: art@sjsu.edu

Additional Contact Information

- * E-mail is generally the best method of contact during non-office hours.
- * Please allow 48-hours for an e-mail response.
- * Emergency: 911_Campus Escort: 42222
- * Individuals with disabilities may contact the Disability Resource Center (DRC), Administrative Building 110, 408/ 924-6000, for a variety of formats such as Braille, large print, sign interpreters, assistive listening devices, audio tape and accommodations for physical accessibility.

Course Format

Technology Intensive, Hybrid, and Online Courses

This course requires access to a computer which support Adobe Creative Cloud including Adobe Premiere and text editor. Students can use the lab computers or download the current edition of Adobe Creative Cloud. See *Other technology requirements / equipment / material*.

Email

All emails must include Art 75 in the subject line. Emails that don't include Art 75 won't be answered. Expect a reply within 1-2 business days. See Classroom Protocol for emails regarding missed class.

Canvas

Course materials such as syllabus, schedule, handouts, notes, assignment instructions, etc. can be found on Canvas.

Course Description

This studio workshop course is an in-depth study of video as an art form in the context of Digital Media Art. Projects will encourage students to take a critical approach of video art in several aspects including, the use of technologies, storytelling and narrative skill, the cultural context of images, and various platforms of showing video art including interactive websites and social media.

Course Goals

This course will provide a framework for experimenting with digital video techniques and applications. Critical and theoretical perspectives will be stressed. Projects will be presented in class and documented on student portfolio websites.

Students in this course will:

- Develop a basic portfolio website that includes artist statements and documentation of work.
- Create 4 original art projects exploring the visual and conceptual language of Video and New Media Art.
- Complete in-class exercises and responses to readings.

Course Learning Outcomes (CLO)

Upon successful completion of this course, students will be able to:

CLO1: Be comfortable with DSLR camera and camera-phone recording techniques.

CLO2: Know basic concepts for creating both narrative and non-narrative videos.

CLO3: Use non-linear video editing software to edit digital video.

CLO4: Processes for creating original artwork from concept to completion.

CLO5: Be familiar with various practices for gallery installations of Video and New Media Art.

CLO6: Understanding of current movements in Digital Video and New Media Art.

CLO7: An introductory understanding of video as a language and how it is contextualized from other moving images like film.

Required Texts/Readings

Textbook

No textbook is required; all reading material will be available on Canvas.

Optional Materials

Optional materials and supplementary learning materials, such as web resources and writing guides will be available through the Canvas course website.

Other technology requirements / equipment / material

Hardware

- Laptop: Students are encouraged to have a laptop for this course that meets [system requirements for operating Adobe Premiere Pro](#). If no laptop is available, students may use the lab computers.
- External Hard-Drive: Students may need to purchase a hard-drive for this class. The hard drive must be 500 GB or bigger. Students are encouraged to backup class works in the hard drive.
- 3-button Mouse: The use of a 3-button mouse is **highly recommended**.
- Access to a camera: Cameras are available for checkout from the Art Department's [Visual Resources Library](#) (Room Art 139). Additional cameras are available for 2-day loans from [IMS Equipment Loaning](#). Students may also choose to use their own DSLR or use mobile device installed comparable app like [Filmic Pro](#) that allows for HD video capture.
- Headphones

Softwares(free)

- Adobe Premiere Pro - Request free download for SJSU students here: <http://www.sjsu.edu/ecampus/teaching-tools/adobe/index.html>.

- Touch Designer 099 - Download non-commercial user version: <https://www.derivative.ca/099/Downloads/>
- Blippar - Blippbulder AR: <https://www.blippar.com/>
- Brackets - open source code editor: <http://brackets.io/> . You are allowed to use familiar text editors such as [Visual Studio Code](#), [Sublime Text](#), or [Atom](#)

Online Tutorials

- Lynda.com - Access to Lynda is free through the SJSU library portal here (need library card): <https://www.lynda.com/portal/patron?org=sjlibrary.org>
- TouchDesigner Tutorial: <https://docs.derivative.ca/Category:Tutorials>
- Learn Web Development with **MDN Web Doc**: <https://developer.mozilla.org/en-US/>

Library Liaison

The Art and Art History library liaison is Gareth Scott: https://libguides.sjsu.edu/prf.php?account_id=170021

Gareth Scott

email: gareth.scott@sjsu.edu

phone: (408) 808-2094

Dr. Martin Luther King, Jr. Library

4th Floor Administration Offices

Course Requirements and Assignments

Assignments

1. Single shot assignment 5%
2. 5-shot assignment 5%
3. Project 1: Video Art 10%
4. Video Glitch Assignment 5%
5. Project 2: Video as installation 10%
6. HTML/CSS Net Art assignment 5%
7. Hyper Reality Video assignment 5%
8. Project 3: Critical Interactivity: 10%
9. Final Project Proposal 5%
10. Portfolio and Artist Statements draft 5%
11. Final Project 25%
12. Portfolio and Artist Statements 10%

TOTAL 100%

[PROJECTS]

Project 1: Video Art (10%)

Make a video that is in dialogue with the history movement. How has video art changed since 1960s? How does video play an important role in our current cultural moment? How did video art change the way people consider surveillance, self-exposure, advertising in internet age? You may research history moment of video art and apply current trend of cultural context.

1. Use original footage (no found footage).
2. Submit 2-5 minutes, Full HD video 1920*1080p on Canvas.
3. Your documentation must include title, date, dimension, media, and a paragraph of description.

Project 2: Video as Installation (10%)

***group project*

Create a video for a gallery environment. How might be this video displayed to interact with the gallery/exhibition? Create something not just about videos played in a screen, but an artwork lives between 2 dimensions and 3 dimensions.

This could be an installation involving projection mapping, sculpture, performance, multi-channel video, etc.

1. Use original footage (no found footage), you are allowed to use the clips from *Project 1: Video Art*.
2. Submit 2-5 minutes, Full HD video 1920*1080p on Canvas.
3. Your artwork should show the vision of installation experience. You may document the props, models, and/or designs for installation if not physically possible.
4. Your documentation must include title, date, dimension, media, and a paragraph of description.

Project 3: Critical Interactivity (10%)

Create a Browser-base Net Art of videos.

What does it mean when the viewer is no longer a passive viewer, but an active participant in their interaction with the piece? How do you increase the interaction with viewers through HTML/CSS?

1. Strong concept driving the interaction, you are allowed to use the clips from *Project 1, Project 2*
2. Submit a Github page link on Canvas
3. Your documentation must include title, date, dimension, media, and a paragraph of description.

Final Project (25%)

Create a well-polished video art project. You are allowed to use video clips from your previous project. The final project should be more advanced in concept and form than previous projects, reflecting students' growth over the semester. Any topic or technique covered is acceptable.

1. Submit 5 minutes, Full HD video 1920*1080p on Canvas.
2. Your documentation must include title, date, dimension, media, and a paragraph of description.

[ASSIGNMENTS]

Single shot assignment (5%)

Using a DSLR camera, create a single, expressive shot that is 20-60secs in length. You may explore techniques in camera movement, rack focus, zoom, and various depths-of fields. Tripods are optional, but might be necessary depending on the content of your shot. This is an exercise in working with DSLR cameras.

5-shot assignment (5%)

Using a DSLR camera or HD video recording on a smartphone to create a short video with 5 shots (no more, no less) that is between 30sec and 2min in length.

Video Glitch Assignment (5%)

Remix, break, distort your 5-shot video through Touch Designer. This is could be the base of your *Project 2*

HTML/CSS Net Art Assignment (5%)

Create an expressive, critical, or all-out weird use of a webpage. This is an exercise to work with HTML/CSS and could be the base of your *Project 3*.

Hyper Reality Video Assignment (5%)

Create an AR video artwork using Blippar. This is could be the base of your *Project 3*.

Final Project Proposal (5%)

Write a proposal for your Final Project and present it to the class for feedback.

Artist Statement draft (5%)

Write a 500 words draft of your artist statement. Submit on Canvas.

Portfolio and Artist Statement (10%)

Submit an artist portfolio site documenting the projects created in this class. This will include short descriptions for each project and a 2-paragraph artist statement that speaks to your general approach to your work.

Final Examination or Evaluation

Final project would be presented during finals week on 5/20, Monday, 12pm

Grading Information

Determination of Grades

Students are required to submit all course assignments on Canvas. Students must also be present for project critiques: **critiques are not optional.**

Each Project will be graded on the following three categories:

- The Work 50% (Technical skills 25% + Aesthetics 25%)
- Description & Documentation 25%
- Project Presentation Day 25%

Late work may be graded down if submitted within a reasonable time, or not accepted if submitted too late. Extra credit options may be offered or requested.

The work will be assessed according to the following rubric:

A 100-90% Excellent

Student exhibits exemplary effort at comprehension and application of the required materials. All creative and writing works are engaging.

B 89-80% Good

Student completes assignments, and demonstrates a grasp of key creative concepts. Student participates actively in the classroom.

C 79-70% Satisfactory

Student completes the assignment but the work lacks creative and aesthetic effort. The work is underdeveloped, incomplete or partially broken.

D 69-60% Unsatisfactory

Student does not complete the work as assigned. Substantial problems exist in student's work.

F < 60% Fail

Student does not submit work, or work is below unsatisfactory level.

Numeric grade equivalents

93% and above A

92% - 90% A-

89% - 88% B+

87% - 83% B

82% - 80% B-

79% - 78% C+
77% - 73% C
72% - 70% C-
69% - 68% D+
67% - 63% D
62% - 60% D-
below 60% F

Please note:

Except in cases of documented emergencies, incomplete grades are not given in this course.

“All students have the right, within a reasonable time, to know their academic scores, to review their grade-dependent work, and to be provided with explanations for the determination of their course grades.” See University Policy F13-1 at <http://www.sjsu.edu/senate/docs/F13-1.pdf> for more details.

Additional Note:

This syllabus is subject to change, in the event of unforeseen circumstances, or in the case that changes will significantly enhance the quality of the course. Students will collectively have the opportunity to shape the ways in which the course unfolds.

Department Advising

For information about majors and minors in Art & Art History, for change of major/minor forms and a list of advisors: <http://www.sjsu.edu/art/> or the Art & Art History department office in ART(H)/(PHOT) 116, 408-924-4320, art@sjsu.edu

Classroom Protocol

Students are expected to be punctual for class and actively engaged during all class meetings. Cell phones, smart phones, or other devices that detract from full attention should be turned off or silenced.

University Policies

Per University Policy S16-9, university-wide policy information relevant to all courses, such as academic integrity, accommodations, etc. will be available on Office of Graduate and Undergraduate Programs' [Syllabus Information web page](#) at <http://www.sjsu.edu/gup/syllabusinfo/>.”

ART 75, Section 1 / Intro to Digital Video Art, Fall 2019, Course Schedule

Schedule is subject to change with fair notice and is available on Canvas. Check regularly for any updates.

Week	Date	Topics, Readings, Assignments, Deadlines
1	8/21	First day of instruction Introductions, overview of syllabus and course requirements.
2	8/26	Cinematography Workshop History of Video Art DSLR Camera Tutorial, HD video with mobile phones, types of shots / framing. On-campus group shoot to gather footage.
2	8/28	Cinematography Workshop Optimizing natural and existing light sources, recording clean sound. Intro to Premiere: File management, project settings, assets, codecs, resolution, importing and outputting. Due by 6:00: Single-shot assignment
3	9/2	Labor Day - Campus Closed
3	9/4	Editing Workshop 1 Visual Storytelling, concepts in continuity editing, nonlinear editing in Premiere. In-Class Studio Time for 5-shot assignment.
4	9/9	Editing Workshop 2 Sound, compositing, titles, transition and effects. In-Class Studio Time for 5-shot assignment, idea feedback for <i>project 1</i> Due end of class: 5-shot assignment
4	9/11	Editing Workshop 3 Storyboard, audio remix, color correction, export setting. In-Class Studio Time for Project 1
5	9/16	Project 1 Presentation Due: Project 1- Video Art
5	9/18	Installation & Video Mapping Workshop 1 Intro to TouchDesigner, view examples of video as installation Find a partner for your project 2

6	9/23	Installation & Video Mapping Workshop 2 TouchDesigner Node basic, 2D image post-processing, idea feedback for <i>project 2</i> Due: Video Glitch Assignment
6	9/25	Installation & Video Mapping Workshop 3 TouchDesigner Live Interaction and video mapping In Class Studio Time for Project 2
7	9/30	Project 2 Presentation Due: Project 2- Video as Installation
7	10/2	Net Art Workshop 1 Net Art History HTML/CSS, Github Introduction In Class Studio Time for HTML & Github
8	10/7	Net Art Workshop 3 Creative HTML/CSS
8	10/9	Net Art Workshop 2 CSS tricks and animation Due: HTML/CSS Net Art Assignment
9	10/14	Hyperreality Video Video in Internet, games and VR
9	10/16	Hyperreality Video AR video, In Class Studio Time for Blippar Due: Hyperreality Video Assignment
10	10/21	Individual Meetings and In-Class Studio Time for <i>Project 3</i>
10	10/23	Project 3 Student Presentation Due: Project 3- Critical Interactivity
11	10/28	Advanced Production Techniques Workshop Studio & green screen lighting, shooting with a crew
11	10/30	Advanced Production Techniques Workshop Shoot and edit 360 degree Video
12	11/4	Final Project Proposals Presentation Due: Final Project Proposal Assignment

12	11/6	Copyright and Found Footage Workshop How to find and obtain stock footage, soundtracks, video template in the Public Domain & Creative Commons
13	11/11	Veteran's Day - campus closed
13	11/13	Sound Design workshop How to craft dynamic sound without music?
14	11/18	In-Class Studio Time and Individual Meetings Due: Artist Statement Draft
14	11/20	Final project Presentation I Due: Final Project
15	11/25	Final project Presentation II Due: Final Project
15	11/27	Non-instructional holiday (no classes held)
16	12/9	No class: Individual Meetings for Portfolio
16	12/11	No class: Due by midnight: Submit your portfolio site link on Canvas